

STAYING SAFE

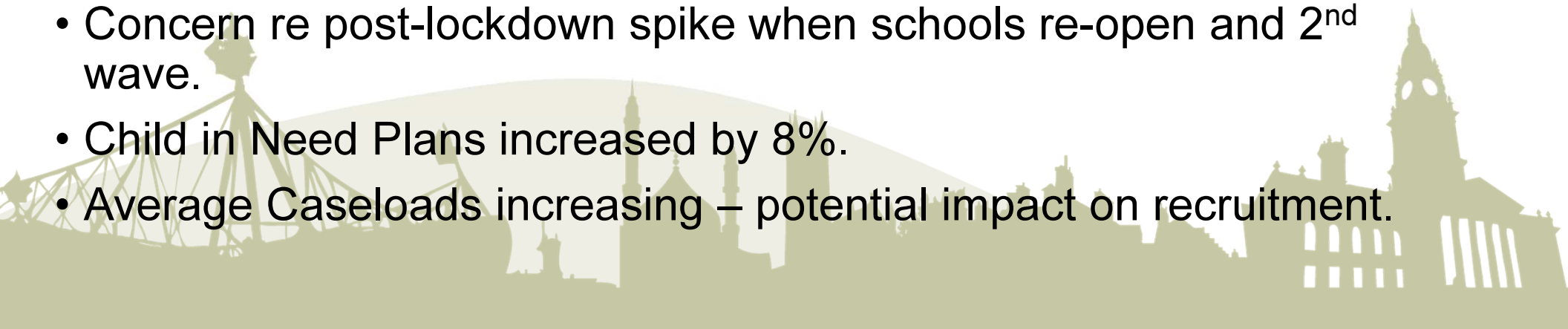
DEMAND MANAGEMENT STRATEGY

2020/21



Demand Pressures – R&A

- Contacts back at pre-Covid levels @175 to 185 p.w.
- Despite referrals from schools being @ 0-15% of previous levels.
- High levels of complexity.
- High numbers of Strategy Meetings.
- Concern re post-lockdown spike when schools re-open and 2nd wave.
- Child in Need Plans increased by 8%.
- Average Caseloads increasing – potential impact on recruitment.



Launch of the Early Help Offer

4 High Level Measures to reduce demand:-

- Earlier identification of need creating a system wide ability to respond, thus ensuring response is more timely.
- Improved partnership working to divert families from the social care pathway.
- Increased capacity for Step Down cases and associated reduction in re-referral rates.
- Implementation of Early Help Access Points impacting on reducing inappropriate referrals to Social Care and the No Further Action rate.



Underlying Pressures

- Most/key components of the Child Protection Plan had not been completed in full.
- Professional concerns increased due to lockdown.
- Direct work yet to be completed.
- Limited or no access to support agencies (parenting courses, mediation, Inner Strength).
- Professional anxiety – children being less visible to agencies.



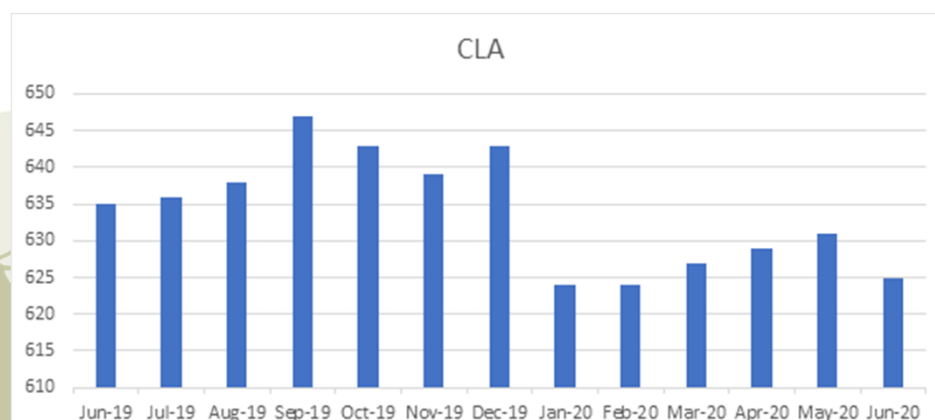
Demand Management Plan

- Dedicated sw resource to formulate a focussed CP Strategy
- Dedicated IRO/CP Chair resource to support and facilitate timely CPC Reviews and drive plans.
- *Focussed* increased access to family homes subject of appropriate risk assessments.
- Aim to better manage the number of children subject of Child Protection Plans.



Looked After Children as at July 2020

- Well-managed so far in the context of Covid19 (pending Social Care pathway ripple effect) but of these children....
 - 77 children subject of Care Orders living at home.
 - 18 children living with adoptive parents.
 - 104 children living with family and friends carers (41 long-term matched).
 - 51 children voluntarily accommodated via S20.
 - Half of the current 84 Care Proceedings already over the 26 week timescale.



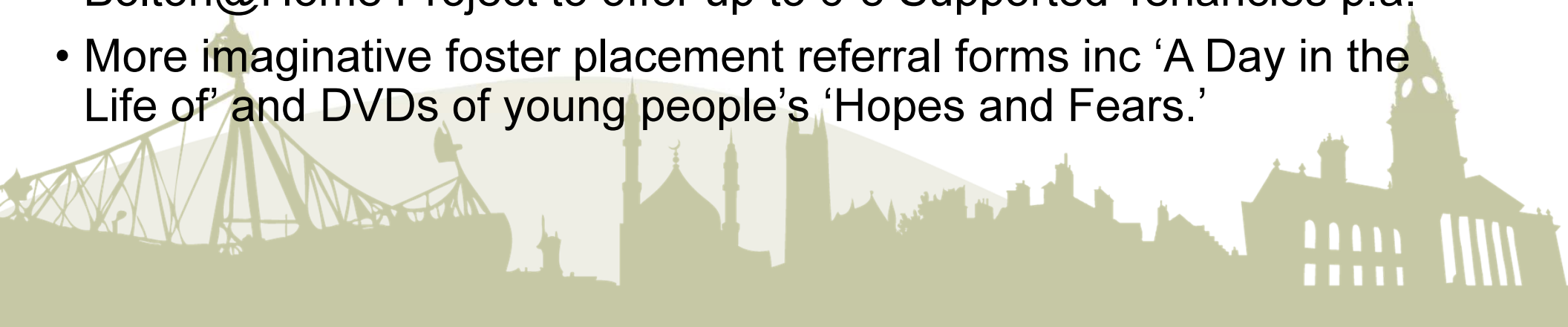
Demand Management Plan

- Re-opening Trackside and short-breaks provision to reduce pressure on families.
- Open Adolescent Resource Centre (Edge of Care) to better support adolescents to remain living in the family home.
- Implement LAC Reduction Strategy.
- Review Sufficiency Strategy.



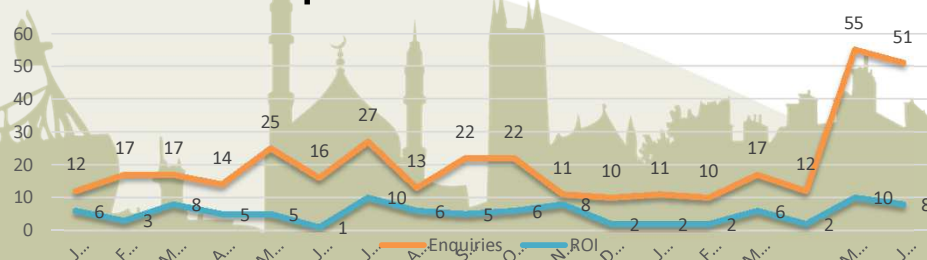
Placement Step-down Process

- Accelerating the move to semi-independence plan for the 21x16+ year olds will both benefit them (returning 'home') and bring significant cost savings.
- Dedicated placements at the Supported Lodging provision for step down plans.
- Bolton@Home Project to offer up to 6-8 Supported Tenancies p.a.
- More imaginative foster placement referral forms inc 'A Day in the Life of' and DVDs of young people's 'Hopes and Fears.'



Foster Carer Recruitment

- Bolton Foster carers cost £20k p.a. whereas IFAs cost £40k p.a.
- 181 Mainstream and 131 Family and Friends foster carers.
- Since January 6 new carers approved but 3 retired.
- Enquiry leads @167 since 1st April
- 11 new carers currently in process of assessment.
- Enquiry leads have **increased by 48%**, and ROI's have **increased by 22%** compared to same period in 2019

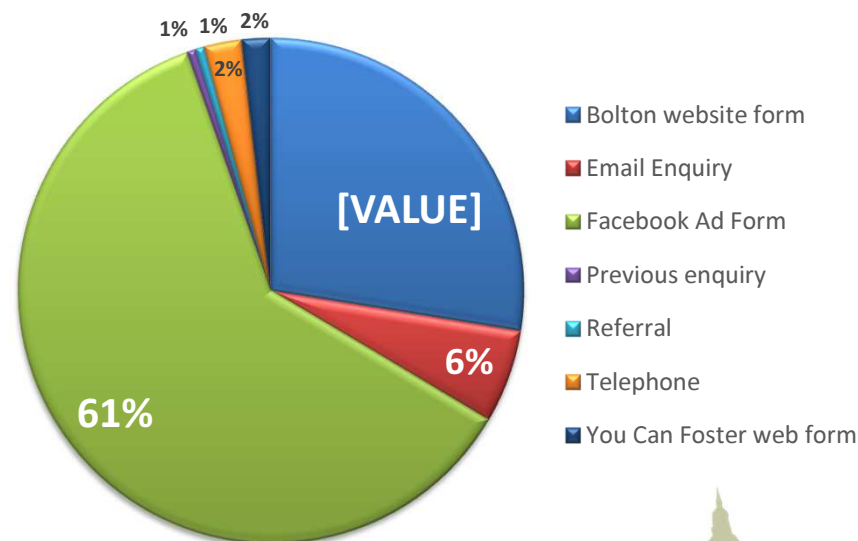


How people enquired...

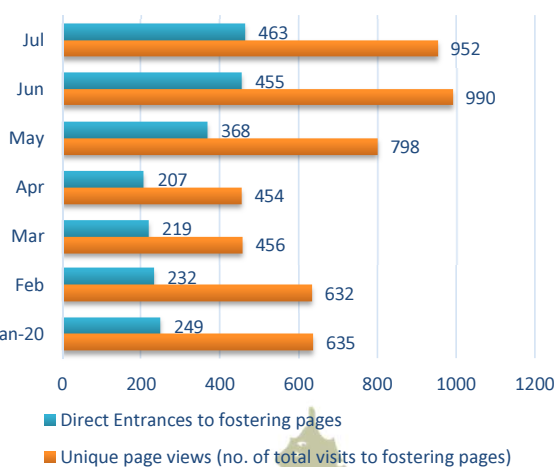
For the period 1st April – 11th Aug 2020 incl.

- 61% of all enquiry leads have come through the enquiry form on Facebook advert.
- 22% of all ROI applicants enquired this way
- 28% of all enquiry leads have come through on Bolton fostering web form.
- 56% of all ROI applicants enquired this way

Methods of Enquiry

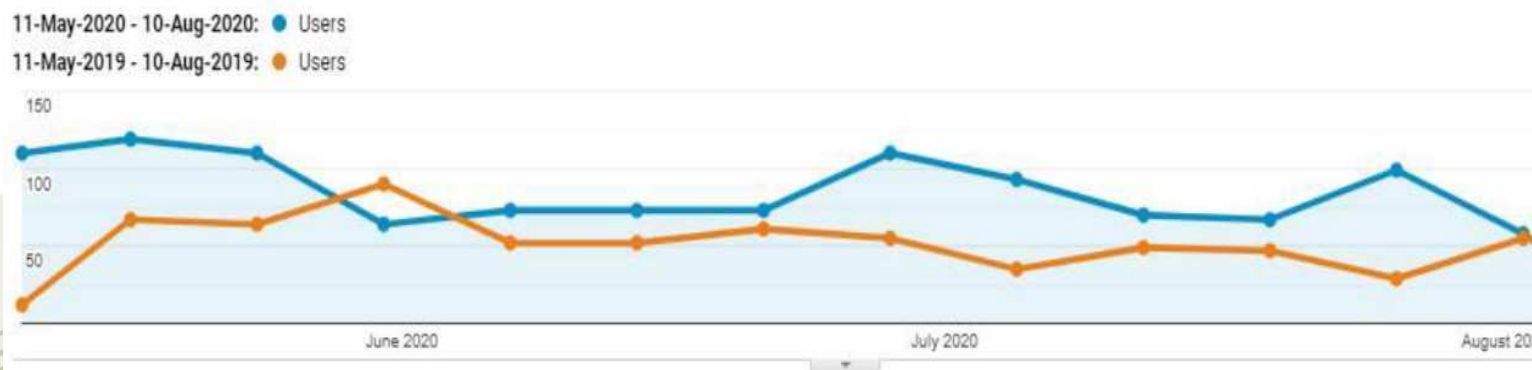


Fostering web page visits



Google Analytics...

- Overall traffic to the fostering pages is up 62.46% YOY
- The Search and Social campaigns managed by LOCALiQ have been responsible for 59.02% of the overall traffic to the fostering pages since we went live in May
- 116 users have downloaded one of the PDF's on-site vs 20 downloads over the same period YOY



Digital Marketing Campaign

Search

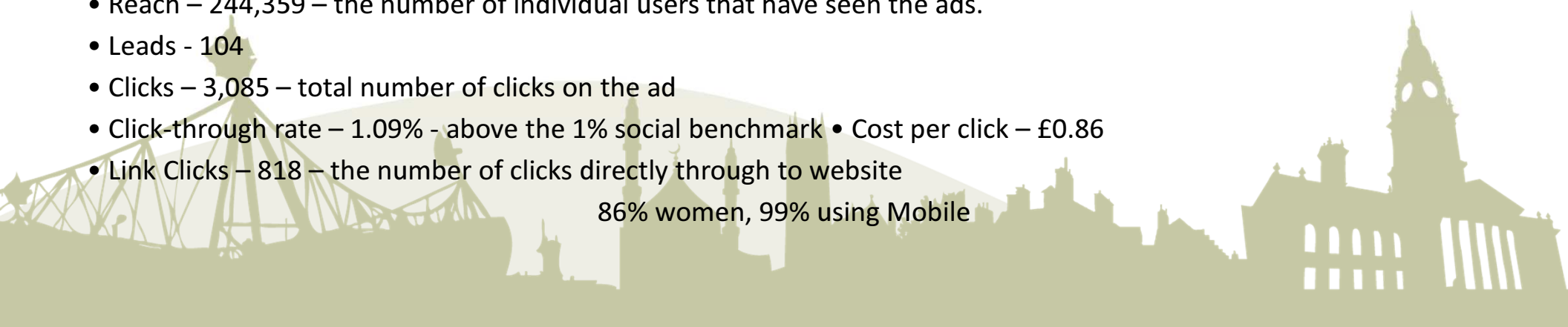
- Clicks – 754 – increased month-on-month
- Click-through rate – **8.13%** - **well above the 1.91% industry benchmark**
- Cost Per Click @ £3.60 – **decreased month-on-month** showing optimisation working to ensure we are only bidding the necessary amount to generate leads

75% using Mobile, 25% Desktop

Social (Facebook)

- Reach – 244,359 – the number of individual users that have seen the ads.
- Leads - 104
- Clicks – 3,085 – total number of clicks on the ad
- Click-through rate – 1.09% - above the 1% social benchmark • Cost per click – £0.86
- Link Clicks – 818 – the number of clicks directly through to website

86% women, 99% using Mobile



g Recruitment Tracker 2020-2021

KEY	COMPLETE	CLOSED	ON HOLD	PENDING
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MILESTONES						
ENQU	1. ROI	2. VISIT	3. STAT	4. S2F	5. PAN	6. APP
n/a	n/a	n/a	n/a	n/a	n/a	28/04/20
17/04/2019	26/04/2019	17/05/2019	y	n/a	19/05/2020	26/05/20
13/06/2018	17/08/2019	02/09/2019	19/09/2019	y	16/06/2020	16/06/20
25/02/2019	04/09/2019	27/09/2019	?	01/11/2019	16/06/2020	16/06/20
14/06/2017	28/05/2019	26/06/2019	?	01/11/2019		
18/11/2019	22/11/2019	y	y	27/02/2020		
02/01/2020	06/01/2020	21/01/2020	06/02/2020	27/02/2020		
05/04/2019	05/04/2019	y	y	01/01/2020		
19/11/2018	13/08/2019	15/09/2019	04/02/2020	01/01/2020		
23/03/2020	30/03/2020	16/04/2020	y	n/a		
04/04/2019	08/04/2020	29/04/2019	16/05/2020	16/11/2020		
08/05/2020	14/05/2020	18/05/2020	05/06/2020	06/07/2020		
15/05/2020	26/05/2020	28/05/2020	11/06/2020	06/07/2020		
11/06/2020	N/A	16/06/2020	16/06/2020	n/a		
29/04/2020	06/05/2020	14/05/2020	y	06/07/2020		
14/05/2020	26/05/2020	11/06/2020	17/06/2020			
24/05/2019	26/11/2019	10/12/2019	y			
28/05/2019	07/07/2019		y	01/11/2019		
03/04/2020	06/04/2020	30/04/2020	28/05/2020			
11/06/2020	07/07/2020	10/07/2020	15/07/2020			
08/06/2020	11/06/2020	06/07/2020	16/07/2020			
12/07/2020	16/07/2020	30/07/2020	05/08/2020			
27/12/2019	30/12/2019	29/01/2020				

Current status for 2020/21

- 4 approvals
- 5 in assessment
- 7 awaiting S2F training
- 4 awaiting Initial Visit
- 5 On Hold Stage 2
- 7 On Hold Stage 1
- 11 Closed

Invite to next non-virtual S2F

Invite to next S2F

On hold until post Covid 19

Invite to next S2F

Invite to next S2F

Invite to next S2F

Invite to next S2F

Invite to next S2F

Undergoing surgery. Defer to 2021

Next Steps

- Media: Continue to run digital marketing campaign for 9 months of the year, plus take advantage of Bolton FM complimentary radio campaign offer
- Develop new design/branding and produce new marketing collateral
- Better utilise Bolton Council skills and resources – PR, internal channels, marketing
- Community Outreach approach - Further develop awareness-raising and behaviour-change campaign by engaging with local communities/groups to help change attitudes, perceptions & propensity to consider fostering amongst targeted groups e.g. LGBT+, BAME etc.
- Work more closely with our foster carers and get them involved in providing content, case studies, representation. Helps with both retention and recruitment.
- Utilise the extensive networks established by Elected Members.

